

# Qualitative Data Mining and Sensitivity Analysis

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## Abstract

In today's consumer centric environment, there is no shortage of outlets for consumers to express their level of satisfaction with a company, employee, product and/or service. For instance, websites such as Amazon, Rotten Tomatoes, TripAdvisor, Yelp, and Expedia allow customers the opportunity to provide feedback specific to a product, service, and/or organization. Such feedback is vitally important to business firms, as customer reviews are shown to be more trustworthy than descriptions that come direct from manufacturers. For instance, 73 percent of people trust online reviews and 63 percent of people actively seek out online reviews when making a purchase decision. Moreover, social media sites like Facebook, Instagram, and Twitter allow customers to share their customer experiences with a company, brand, and/or product with family and friends which can exert a great deal of influence on their subsequent purchase decisions.

Yet, most customer feedback data is free form text. One key aspect of any qualitative analysis is the ability to organize and transform free form data into a structure that facilitates interpretation. Therefore, the purpose of this workshop is to teach marketing professional's how to utilize a simple and readily available developer tool, Google web scrapper, to assist in the gathering of customer feedback data. The data can then be imported into standard spreadsheet software (i.e. Excel) for further analysis. One important type of qualitative analysis is known as sensitivity analysis. Sensitivity analysis allows us to gauge the strength and valence (positive/negative direction) associated with the given feedback. During the workshop, I will also provide an overview of free and commercially available software to help perform sensitivity analysis on qualitative data, as well as advanced text analytics like theme-based clustering, content categorization, and phrase/word count. In order to fully participate in the workshop, attendees need to have access to the Internet, Google Chrome web browser, and Excel 2010 or later installed on their computer/tablet device.

**Keywords:** *qualitative data, sensitivity analysis, text analytics.*

**Relevance to Marketing Educators, Researchers and Practitioners:** This hands on workshop teaches marketing professionals how to gather, organize, and interpret qualitative customer feedback data available from online websites.

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**TRACK: Marketing Analytics Workshop**